



## **‘CONNECTING 100 TRADITIONAL WEAVERS TO THE EXPORT MARKET’**

***Monthly Report - July 2012***

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**Center for African Women Economic Empowerment (CAWEE)**

**Addis Ababa, Ethiopia**

# **‘CONNECTING 100 TRADITIONAL WEAVERS TO THE EXPORT MARKET’**

July 2012 Report

## **CONTENT**

<b>No.</b>	<b>Topic</b>	<b>Page</b>
<b>1.</b>	Introduction	<b>2</b>
<b>2.</b>	The Progress of the Training	<b>2</b>
<b>3.</b>	Video Recording	<b>3</b>
<b>4.</b>	Constraints Faced During the Reporting Period	<b>5</b>
<b>5.</b>	Conclusion	<b>5</b>
<b>6.</b>	Photo Gallery	<b>6</b>

## 1. Introduction

During this reporting month of July 2012, almost all of the activities performed by CAWEE and Sara Garment Designers and Manufacturers (SGDM) focused on the provision of the planned training.

Beyond the training provided, one additional activity performed was, based on the plan of producing the documentary film; video recording took place during this month. This part of the recording is expected to be part of the documentary film planned to be produced at the end of the project life time.

## 2. The Progress of the Training

At this reporting month, the training is on its 6<sup>th</sup> week, where it has gone half way, and during this reporting month, the training focused on:

- Product quality,
- Production efficiency and effectiveness and
- On session focusing on cultural awareness.

On the session on product quality, the training focused on how trainees can:

- Combine different colors,
- Develop new patterns,
- Be able to change styles as per the order they receive, and
- How to measure the different patterns, because in the products they produce, the measurement in every centimeter and every inch is very important for the quality of the product, as this is very instrumental for the quality of the product in keeping the export market standard.



*One of the female trainees during the training on developing pattern and working on color combination*

The session on cultural awareness was the first session to be conducted and it covered the following major issue areas:

- Introduction on the overall cultural awareness,
- The importance of giving due respect to the weaving profession that they are involved in.

The session was relevant in that trainees were given the opportunity to get an overview on the overall cultural awareness with a focus to the weaving profession. The trainees were also given opportunity to reflect their views, opinions and learn on how the weaving profession that they are involved in is a profession that needs to be respected and that the trainees themselves need to change their attitude towards that.

As opinions of the trainees after the session reflected, the trainees have started considering their weaving skills, like any other profession, a profession to be respected, that can equip them to be able to generate better income and change theirs as well as the lives of their families.

### **3. Video Recording**

The aim of the video recording is to collect footages for the production of the documentary film, which is planned to be produced at the end of the project life time. The video recording covers every aspect of the training by recording while the trainees are receiving the training, by conducting different interviews with the trainees, with the trainers, the project partners and with CAWEE project staff.

During this reporting period, apart taking different video recordings focusing on footages for inputs for the documentary film, different interviews were conducted, focusing on the trainees themselves and also the project partners, to collect opinions and ideas on how the training is progressing.



*Mr. Ayele (Group Leader), during the video recording, explaining about the role of SGDM in the training and how the training is progressing*



*Mr. Robel (Assistant Project Manager) explaining about the overall objective of the training and the role of CAWEE during the training*

During this reporting period, 3 female trainees were interviewed. As their opinions during the interview indicated, the training has helped them to produce products with measurements, which they were not doing that at all before the training, they always produce the same products over and over again and they cannot manage their time. But after the training, they all agreed that the training is changing their life to the better, it is providing them different perspectives about weaving, all of them think that they want to continue producing traditional clothes applying the new technique about quality, working with different designs, color combination and using their time properly to produce better products and generate better income to be able to support their families.



*Ms. Aynalem Ayele, explaining about the training, how much she is benefiting from the training, and how she wants to be role model for her family and her surroundings*



*Mrs. Yeshbirget Shewandagnew, in her 14 years weaving experience, she never measures and uses different kinds of color combination, but now things are changing, she is being able to produce different products benefiting from the training and now she is capable enough to change designs and manage her time well.*

In addition, it was noted that all the interviewed trainees shared what they have learned so far to their family members, friends and neighbors, which indicates that the training is affecting their immediate family members, their friends and neighbors.

#### **4. Constraints Faced During the Reporting Period**

In Ethiopia this time is the rainy season, which is expected to continue until mid September. Because of the continuous rain during the reporting month, it was difficult to do the task of warping, as this task is done outside the training venue, which again makes it difficult to keep this raw material clean, because of the wet ground.

The rain was also observed as a problem, because of the nature of the road to travel to the training site, it was a problem to access transport and to reach on time.

Other than this, the training went very well according to the plan.

#### **5. Conclusion**

The reporting period of July 2012 has indicated that, based on the training sessions scheduled, the training tasks were all accomplished.

## 6. Photo Gallery



*The process of warping*



*The trainees during the training*



*The trainers sharing their knowledge to the trainees*





*The trainers discussing about the training*



*All the 50 trainees*



*The inside view training center*



*Partial view of the store room*